



**Senior Marketing &  
Business Development  
Manager**

Singapore



## About Walkers

Walkers is a leading international law firm that provides legal, corporate, fiduciary and compliance services to global corporations, financial institutions, capital markets participants and investment fund managers. Their clients include FORTUNE 100 and FTSE 100 companies, as well as the most innovative firms and institutions across the financial markets. Their lawyers are highly qualified and committed to client service and they are held in high regard globally for their ability to deliver outstanding legal advice on both contentious and non-contentious corporate and finance law, investment funds, private equity, structured products, capital markets, private capital and trusts based on an in-depth knowledge of the legal, regulatory and commercial environment in Bermuda, the British Virgin Islands, the Cayman Islands, Guernsey, Jersey and Ireland.



## About Walkers Singapore

Maintaining its Tier 1 market leading position and being the largest offshore law firm in Singapore, Walkers is renowned for its technical expertise and commercial solutions. Walkers' Singapore office services corporate clients, financial institutions and instructing law firms, and is staffed by lawyers with regional and relevant experience. The Singapore office works closely with the Walkers network of global offices and from this location they are able to provide seamless, time-zone-friendly Bermuda, BVI and Cayman Islands offshore legal support throughout the region.

The culture of the firm is professional, relaxed and highly collegiate with many of their partners having worked for the firm for over a decade. They have a dedicated Marketing & BD team in Asia of 4, based mainly in Hong Kong, and are now seeking to appoint a Senior BD Manager to their Singapore office.

## About the role

In this role, you will work within a high profile team and be responsible for helping partners and senior lawyers to attract and retain profitable client relationships and manage its market profile. You will work closely with the International teams and support a broad range of areas to help the firm and group enhance and develop its business profile.

### Reporting

The role will report directly to Head of Business Development, Asia & Middle East

### Areas of focus

- Work closely with partners to develop and support execution of business development plans
- Create and execute targeted marketing campaigns and deliver engagements/events designed to raise our profile and win new business in specific focus areas
- Work closely with partners and the communications team to create and manage content for digital channels
- Arrange insightful research and analysis on clients, new product areas and markets
- Identify and organise networking and profile raising opportunities for the lawyers with clients and prospects
- Organisational support for business development and marketing events and training, including CRM
- Advise on pitch strategy, help prepare pitch documents, manage rehearsals for new business pitches and perform pitch debriefs
- Management of the annual marketing and BD budget
- Support on ad-hoc projects.

## Responsibilities

### Business analysis and planning

- Financial analysis in relation to clients, products and markets;
- Contributing to the creation of practice group strategy and development of marketing and business plans;
- Conducting research and analysis on relevant internal/external data, competitors, markets and industry trends;
- Ongoing monitoring of business development spend, business development activity and ROI to ensure initiatives are effective and meet objectives, new opportunities are identified, follow up is completed and relevant improvements are suggested; and
- Building an understanding of the commercial aspects of the practices/products through attendance at practice group meetings, in-house legal training sessions and relevant sector conferences.

### **Client development and retention**

- Working with partners in identifying key clients and referral sources for client development and retention programmes;
- Assisting partners in identifying business growth opportunities across the existing client base;
- Supporting all client development and retention initiatives including pitches, client relationship documents, client presentations and client BD events;
- Ensuring all key client information is captured, coordinated and uploaded into the CRM database, as appropriate; and
- Recording, tracking and reporting on value-added activities and investments made in clients.

### **New business development**

- Working with partners to identify areas of new business and opportunities for incremental business growth from existing clients;
- Staying up to date on changes and developments in relevant industry and regulatory landscapes and working with partners to assess the impact on existing business and business opportunities;
- Documenting business development plans for targeting new growth areas, monitoring progress and adapting where necessary;
- Identifying and proactively seeking platforms to raise the firm profile within the industry (collaborating with industry trade groups, conferences, working groups, research projects); and
- Providing targeted input into major pitches, capability statements and marketing meetings; tracking all pitch opportunities and monitoring progress and win/loss results.

### **Marketing communications and brand support**

- Development of effective client mailings, invitations and general outbound communications as well as to maintain deal lists, lawyer CVs and website bios;
- Utilisation of traditional and social media platforms in promoting the firm's brand and thought-leadership including conducting analysis and ROI;
- Working with partners to identify relevant conferences and seminars to attend and/or sponsor;
- Ensuring active channels of internal communication relating to the BD activities of the practice groups are maintained;
- Exploring additional mechanisms for communication to improve information flows between partners in practice and sector groups; and
- Assisting in the practice directory and awards submissions process for the Singapore office as well as other regional submissions.





You will work within a high profile team and be responsible for helping partners and senior lawyers to attract and retain profitable client relationships

### Desired skills and attributes

- Strong commercial sense with the ability to link marketing and business development activity to tangible outcomes.
- Intellectually curious, critical thinker, proactive and resourceful with a desire to deliver a high-quality work product
- Positive, solution oriented mindset. Confident, professional and diplomatic manner with both the ability to act as an advisor as well as getting hands-on to ensure the smooth delivery of service.
- Strong team player with a collaborative approach.
- Excellent written and oral communication skills.
- Proficiency in reading and writing Chinese would be beneficial but not a requirement
- Strong networking skills, ideally with an established network of legal and BD contacts in Singapore
- Great organisational, planning and project management skills with excellent attention to detail and the ability to prioritise workload and meet tight deadlines.
- Good analytical skills with an understanding of common financial terminology.
- Strong proficiency in Microsoft Office suite and CRM database programmes, such as InterAction.

### Qualifications and experience

- Minimum of six years' business development or marketing experience in a B2B environment is required. Two years' experience in legal services context is preferred.
- Degree educated.

### Special requirements

- Ability and willingness to occasionally work outside of normal working hours/days as required.
- Occasional international travel as required.



## Q&A with Heather Vadgama – Chief Marketing Officer

### Why is this an exciting time to join Walkers?

Firstly, there is a lot happening in the financial services and technology sector which is a key market for us. Our legal services are in high demand especially in areas such as fintech, crypto etc and such an active and buoyant market translates to lots of opportunity for our clients and therefore the services and advice we provide them. The Marketing & BD team is at the forefront of helping the firm respond quickly to the dynamics of the market. As client buyer behaviour changes we need to be able to provide creative and innovative strategies to develop, expand and evolve our client relationship strategies and capitalise on our success in the market by creating highly targeted and focused marketing campaigns. The firm is highly invested in the Marketing & BD team and we are hiring several newly created roles including this one.

### As recently appointed CMO what is your vision for the team?

I am really keen to build one single global Marketing & BD team with a gradual move away from local office and regional focus to having one whole team, sharing ideas and best practice, collaborating on projects and devising and implementing campaigns that can be rolled out globally. A key thing to achieve is an overall efficiency to centralise and bring in new technology providing data and insights that will help us to create more value and return on investment to the business.

### How would you describe the culture?

The working culture is best described as a flat structure which gives you access and collaboration opportunities with senior stakeholders, and recognition for the value you bring to the business rather than the hours you work.

### How integral is this role to the broader business of Walkers?

The APAC region is dynamic and our business in Singapore is becoming an increasingly important hub for our global clients in Asia who want to access products from Cayman, BVI and Bermuda.

### What do you envisage the day to day of the role will be?

Walkers is fast paced. We make decisions quickly and this person will work directly with lawyers and partners to respond to opportunities in the market and help plan & develop client relationships. We expect this person will be an active networker, especially in the law firm sector, and so a part of their day will be going out and gaining insights and market trends to then develop content we can share with clients, either as part of a broader market profiling campaign or by creating some innovative and immersive client events.

A commercial mind-set is critical. Someone who is curious about the market and who wants to learn and develop best-practice in all areas of their work. Positivity is key, as is the willingness to have ideas and try new things. Walkers offers a professional, relaxed and collegiate environment and so someone who has the confidence to coach and encourage others whilst being prepared to roll up their sleeves will succeed.



## How to apply

Walkers have recognised the strategic importance of this role to their business and have invested in a full candidate search campaign with Seldon Rosser.

To discuss this opportunity please contact:

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